

**To:** Murchie, Peter[Murchie.Peter@epa.gov]  
**From:** Opalski, Dan  
**Sent:** Thur 1/21/2016 8:15:52 PM  
**Subject:** RE: What's Upstream public information campaign

Will you be back at home for this?

Dan Opalski

Director

Office of Water and Watersheds

U.S. Environmental Protection Agency, Region 10

1200 Sixth Avenue, Suite 900

Seattle, WA 98101

206-553-1855

FAX: 206-553-1280

**From:** Murchie, Peter  
**Sent:** Thursday, January 21, 2016 12:08 PM  
**To:** Opalski, Dan <Opalski.Dan@epa.gov>  
**Subject:** Fwd: What's Upstream public information campaign

For this afternoon.

Peter

Peter Murchie

Manager

Puget Sound and NEP Programs

USEPA Region 10

[murchie.peter@epa.gov](mailto:murchie.peter@epa.gov)

206-553-1148 w

206-419-0804 c

Begin forwarded message:

**From:** Larry Wasserman <[lwasserman@swinomish.nsn.us](mailto:lwasserman@swinomish.nsn.us)>  
**Date:** January 21, 2016 at 11:51:14 AM PST  
**To:** "Murchie.Peter@epa.gov" <[Murchie.Peter@epa.gov](mailto:Murchie.Peter@epa.gov)>  
**Subject:** FW: What's Upstream public information campaign

This bounced back yesterday. Please let me know if you get this.

Larry Wasserman

Environmental Policy Director

11404 Moorage Way

LaConner, WA 98257

360-466-7250

**From:** Larry Wasserman  
**Sent:** Tuesday, January 19, 2016 3:48 PM  
**To:** Murchie, Peter <[Murchie.Peter@epa.gov](mailto:Murchie.Peter@epa.gov)>  
**Subject:** FW: What's Upstream public information campaign

Larry Wasserman

Environmental Policy Director

11404 Moorage Way

LaConner, WA 98257

360-466-7250

**From:** Jeff Reading [mailto:jeffr@strategies360.com]  
**Sent:** Friday, January 15, 2016 2:42 PM  
**To:** Larry Wasserman <lwasserman@swinomish.nsn.us>  
**Subject:** What's Upstream public information campaign

Peter, here is more detail regarding our digital outreach efforts. Let me know how you would like to proceed.

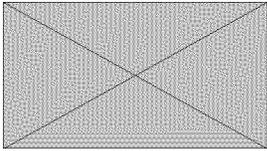
**Overview:**

What's Upstream will launch a robust, coherent and concentrated public information campaign beginning in January 2016. Advertising will be purchased through highly visible distribution channels, including print, digital, radio and billboard platforms:

- a. **Print ads:** a minimum of 26 ads in the Seattle Times, Bellingham Herald and the Skagit Valley Herald. (\$25,800)
- b. **Digital advertising campaign:** including display, search and social media ads, utilizing demographic and consumer targeting to drive 75,000 new unique visits to the website. (\$85,000)
- c. **Public radio sponsorships:** 180 underwriting spots to be aired over of the duration of the campaign. (\$47,500)
- d. **Billboard displays:** a minimum of four billboard displays for the duration of the campaign in Whatcom, Skagit and King counties. (\$40,000)

Please let me know if this works for you.

Thanks!  
Jeff



## Jeff Reading

Vice President, Communications

Strategies 360

1505 Westlake Ave. N., Suite 1000

Seattle, WA 98109

T 206-282-1990

C 360-888-9520

[www.strategies360.com](http://www.strategies360.com)